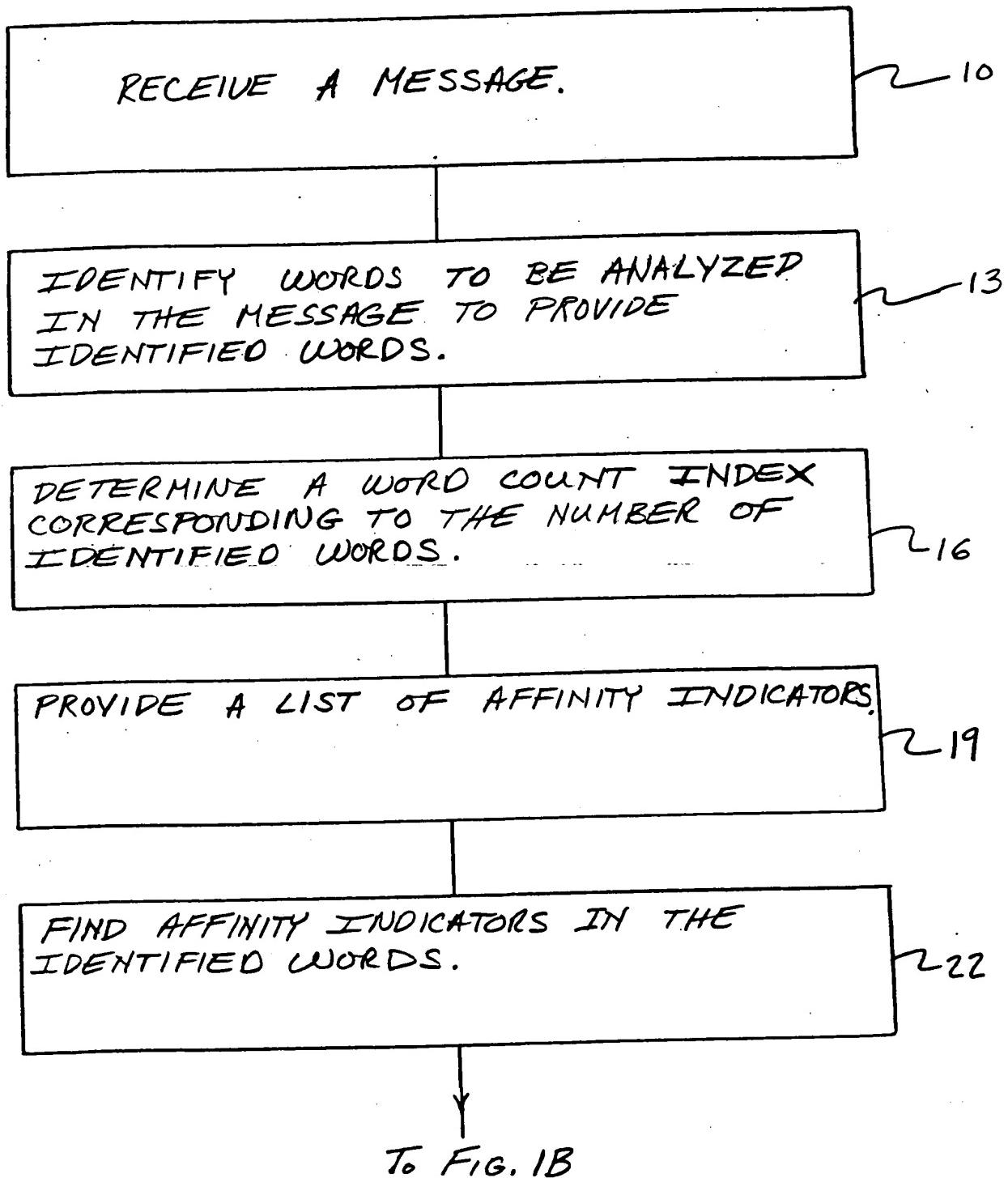


FIG. 1A

OPEN SOURCE DESIGN



FROM FIG 1A

DETERMINE AN AFFINITY INDEX
CORRESPONDING TO THE AFFINITY
INDICATORS FOUND IN THE IDENTIFIED
WORDS.

25

PROVIDE A LIST OF ANTAGONISM
INDICATORS.

28

FIND ANTAGONISM INDICATORS IN THE
IDENTIFIED WORDS.

31

DETERMINE AN ANTAGONISM INDEX
CORRESPONDING TO THE ANTAGONISM
INDICATORS FOUND IN THE
IDENTIFIED WORDS.

34

CHANGE AN EMOTIVE INDEX BY THE
WORD COUNT INDEX, THE AFFINITY
INDEX AND THE ANTAGONISM INDEX.

37

FIG. 1B

LYCOShop
Get free e-mail
What are you N2
HotBot -
A FREE web-based e-m
>

Angelfire for your f
Subj:
Movies? TV Comm
-Forwarded Message:

FIG. 2

SAMPLING CLASS INDICATOR CASE SENSITIVE?

Competition	"amazon"	0
Competition	"cheaper"	0
Competition	"competition"	0
Competition	"competitor"	0
Competition	"compusa"	0
Competition	"dvdexpress"	0
Competition	"elsewhere"	0
Competition	"just have to"	0
Competition	"necx"	0
Competition	"netflix"	0
Competition	"pc connection"	0
Competition	"someplace else"	0
Competition	"somewhere else"	0
Competition	"totale"	0
Contented	" amaze"	0
Contented	" amazing"	0
Contented	" appreciate"	0
Contented	" elat"	0
Contented	" excellent"	0
Contented	" fabulous"	0
Contented	" good work"	0
Contented	" great"	0
Contented	" impress"	0
Contented	" look forward"	0
Contented	" looking forward"	0
Contented	" pleased"	0
Contented	" satisf"	0
Contented	" Wow"	0
Contradiction	"yet"	0
Contradiction	"although"	0
Contradiction	" but "	0
Contradiction	"despite"	0
Contradiction	"however"	0
Contradiction	"in spite of"	0
Defamation	"am going to tell"	0
Defamation	"badmouth"	0
Defamation	"everyone know"	0
Defamation	" spread the word"	0
Defamation	"will tell"	0
Delay	"delay"	0
Delay	" ever "	0
Delay	" everytime"	0
Delay	" long time"	0
Delay	"still have"	0
Delay	"taking so long"	0

SAMPLING CLASS

INDICATOR

CASE SENSITIVE?

Delay	" too long"	0
Derogatory	" awful"	0
Derogatory	" bad"	0
Derogatory	" bullshit"	0
Derogatory	" disorgani"	0
Derogatory	"dumb"	0
Derogatory	"lazy"	0
Derogatory	"outrageous"	0
Derogatory	"ridiculous"	0
Derogatory	" scam"	0
Derogatory	"screw up	0
Derogatory	"stupid"	0
Derogatory	"sucks"	0
Derogatory	"terrible"	0
Derogatory	"unacceptab"	0
Derogatory	"worst"	0
Emotional indicator	" angry"	0
Emotional indicator	"annoyed"	0
Emotional indicator	"disappoint"	0
Emotional indicator	"dissatisf"	0
Emotional indicator	"frustrat"	0
Emotional indicator	" pissed"	0
Emotional indicator	"pleased"	0
Emotional indicator	"upset"	0
Fault assessment	"bother"	0
Fault assessment	" mistake"	0
I AM	"I am"	0
I AM	"I'm"	0
Imperative	" Cancel "	1
Imperative	" Credit m"	1
Imperative	" Don't "	1
Imperative	" Refund m"	1
Imperative	" Reinstate "	1
Imperative	" Send "	1
Imperative	" Stop "	1
Imperative	" Tell "	1
Inconvenience	" inconvenien"	0
Inconvenience	" too late"	0
Inconvenience	" trouble "	0
Inconvenience	"very frustrat"	0
Inconvenience	" wasting"	0
Information	"any information"	0
Information	"no information"	0
Institution	" attorney"	0
Institution	" better business"	0
Institution	" consumer fraud"	0

FIG. 3B

SAMPLING CLASSINDICATORCASE SENSITIVE?

Institution	"consumer protection"	0
Institution	" crime"	0
Institution	" criminal"	0
Institution	"file suit"	0
Institution	" law "	0
Institution	" laws"	0
Institution	" lawyer"	0
Institution	" prosecut"	0
Institution	" regulation"	0
Institution	"statute"	0
Institution	" sue"	1
Intensifier	"!!"	0
Intensifier	"deeply"	0
Intensifier	"extremely"	0
Intensifier	"I am very"	0
Intensifier	"I'm very"	0
Intensifier	" NOT "	1
Invective	" ass "	0
Invective	"-ass"	0
Invective	"asshole"	0
Invective	"bullshit"	0
Invective	"chrissake"	0
Invective	" damn"	0
Invective	"dipshit"	0
Invective	"fuck"	0
Invective	" god dam"	0
Invective	"goddam"	0
Invective	"god-dam"	0
Invective	"god's sake"	0
Invective	"godsake"	0
Invective	" shit"	0
Manager	"a manager"	0
Manager	" supervisor"	0
Matching	"beat"	0
Matching	"match"	0
Misinformation	"advised me"	0
Misinformation	"had known"	0
Misinformation	"informed me"	0
Misinformation	"led to believe"	0
Misinformation	" means"	0
Misinformation	"mislead"	0
Misinformation	"misled"	0
Misinformation	"misrepresent"	0
Misinformation	" notif"	0
Misinformation	" promise"	0
Misinformation	" say"	0

Fig. 3.C

SAMPLING CLASSINDICATORCASE SENSITIVE?

Misinformation	"surpri"	0
Misinformation	"was told"	0
Misinformation	"would have thought"	0
Misinformation	"would think"	0
Misinformation	"you told me"	0
Modal	"ould have"	0
Modal	"ould not have"	0
Modal	"ouldn't have"	0
Modal	"you need to"	0
Monetary	"\$"	0
Monetary	"charge"	0
Monetary	"compens"	0
Monetary	"credit"	0
Monetary	"discount"	0
Monetary	" expens"	0
Monetary	"money"	0
Monetary	" pay"	0
Monetary	"price"	0
Monetary	"refund"	0
Monetary	" tax"	0
Negative	"cannot"	0
Negative	" no "	0
Negative	" none"	0
Negative	" not "	0
Negative	"n't"	0
Never	"never"	0
Never	"not ever "	0
Never	"n't ever"	0
Pricing	"price"	0
Pricing	"pricing"	0
Repetition	"again"	0
Repetition	"attempted"	0
Repetition	"each time"	0
Repetition	"every time"	0
Repetition	"everytime"	0
Repetition	"first time"	0
Repetition	"fourth time"	0
Repetition	"getting out of hand"	0
Repetition	" I keep"	0
Repetition	"keeps"	0
Repetition	"last time"	0
Repetition	"many time"	0
Repetition	"numerous"	0
Repetition	"once already"	0
Repetition	"originally"	0
Repetition	"second time"	0

FIG. 3D

SAMPLING CLASS	INDICATOR	CASE SENSITIVE?
Repetition	"several time"	0
Repetition	"third time"	0
Repetition	"times"	0
Repetition	" tried"	0
Repetition	"twice"	0
Severance	"another source"	0
Severance	"another vendor"	0
Severance	"business elsewhere"	0
Severance	" close my account"	0
Severance	"do business"	0
Severance	"lose a customer"	0
Severance	"lose business"	0
Severance	" lost a customer"	0
Severance	"somewhere else"	0
Severance	" will no longer"	0
Sorry	" my apolog"	0
Sorry	" my mistake"	0
Sorry	" sorry"	0
Sorry	" to apolog"	0
System error	"doesn't work"	0
System error	"error"	0
System error	"not work"	0
System error	"pass word"	0
System error	"password"	0
System error	"user name"	0
System error	"username"	0
System error	"wont work"	0
System error	"won't work"	0
Thanks	"thank"	0
Thanks	"thanx"	0
Thanks	"thx"	0
Thanks	"tia"	0
Urgency	" asap"	0
Urgency	"HELP"	1
Urgency ,	" immediate"	0
Urgency	" now "	0
Urgency	" right away"	0
Urgency	" soon"	0
Urgency	" today"	0
Urgency	" urgen"	0
Wh-words	"How "	1
Wh-words	"What "	1
Wh-words	"When "	1
Wh-words	"Where "	1
Wh-words	"Who "	1
Wh-words	"Why "	1

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<u>SAMPLING CLASS</u>	<u>INDICATOR</u>	<u>CASE SENSITIVE?</u>
Word Occurrence	" anymore"	0
Word Occurrence	" companies"	0
Word Occurrence	" complaint"	0
Word Occurrence	" continue"	0
Word Occurrence	" decided"	0
Word Occurrence	" everytime"	0
Word Occurrence	" explain"	0
Word Occurrence	" feedback"	0
Word Occurrence	" hear"	0
Word Occurrence	" helpful"	0
Word Occurrence	" holding"	0
Word Occurrence	" informed"	0
Word Occurrence	" known"	0
Word Occurrence	" numerous"	0
Word Occurrence	" point"	0
Word Occurrence	" refund"	0
Word Occurrence	" spending"	0
Word Occurrence	" taking "	0
Word Occurrence	" till"	0
Word Occurrence	" trust"	0

Fig. 3F

FIG. 4

